

**WHAT IS CLAIMED IS:**

- 1 1. A method comprising:
  - 2 a) accepting document information;
  - 3 b) using the document information to determine content in addition to
  - 4 content of the document; and
  - 5 c) combining at least a portion of content of the document and at least a
  - 6 portion of the determined content for presentation to the user,
  - 7 wherein the document is at least one ad.
- 1 2. The method of claim 1 wherein the at least one ad is for a product and
- 2 wherein the determined content is a review for the product.
- 1 3. The method of claim 1 wherein the at least one ad is for a service and
- 2 wherein the determined content is a review for the service.
- 1 4. The method of claim 1 wherein the at least one ad is for a product or service
- 2 and wherein the determined content is a news story about the product or service.
- 1 5. The method of claim 1 wherein the determined content is a search query
- 2 related to the document.
- 1 6. The method of claim 1 wherein the determined content is a message from a
- 2 user group.
- 1 7. A method comprising:
  - 2 a) accepting document information;
  - 3 b) using the document information to determine content in addition to
  - 4 content of the document;
  - 5 c) using the determined content, determining further content; and

6           d) combining at least a portion of content of the document, at least a  
7           portion of the determined content, and at least a portion of the determined  
8           further content for presentation to the user.

1    8. The method of claim 7, wherein the determined content is one of (A) a news  
2    story, (B) a review, (C) a search query, and (D) a user group message, and  
3           wherein the further determined content is at least one ad relevant to the  
4    determined content.

1    9. Apparatus comprising:

2           a) an input for accepting document information;  
3           b) means for determining content in addition to content of the document  
4           using the document information; and  
5           c) means for combining at least a portion of content of the document and  
6           at least a portion of the determined content for presentation to the user,  
7           wherein the document is at least one ad.

1    10. The apparatus of claim 9 wherein the at least one ad is for a product and  
2    wherein the determined content is a review for the product.

1    11. The apparatus of claim 9 wherein the at least one ad is for a service and  
2    wherein the determined content is a review for the service.

1    12. The apparatus of claim 9 wherein the at least one ad is for a product or  
2    service and wherein the determined content is a news story about the product or  
3    service.

1    13. The apparatus of claim 9 wherein the determined content is a search query  
2    related to the document.

1 14. The apparatus of claim 9 wherein the determined content is a message from  
2 a user group.

1 15. Apparatus comprising:  
2 a) an input for accepting document information;  
3 b) means for determining content in addition to content of the document  
4 using the document information;  
5 c) means for determining further content using the determined content;  
6 and  
7 d) means for combining at least a portion of content of the document, at  
8 least a portion of the determined content, and at least a portion of the  
9 determined further content for presentation to the user.

1 16. The apparatus of claim 15, wherein the determined content is one of (A) a  
2 news story, (B) a review, (C) a search query, and (D) a user group message, and  
3 wherein the further determined content is at least one ad relevant to the  
4 determined content.